

10 IDEAS

for using rewards to
engage staff



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Using Rewards to Engage Staff

The key to getting people to adopt any new behaviour is to understand what it is that motivates them. Research indicates that people are more likely to engage with resource efficiency communications when they can see clear benefits in terms of inherently 'good' values such as generosity, family or social justice rather than values such as financial success or status.

A wide array of individual and social factors also influences whether people engage or not. Individual factors include our values, attitudes, skills and perceived personal costs and benefits and social factors include social norms and the networks, relationships, institutions and opinion leaders that influence how groups of individuals behave.

Therefore effective reward schemes are likely to be those that have visible benefits to people's families, communities or charities as well as those that incorporate an element of collective effort and competition to promote a shift in behaviours as part of a group.

We have put together some ideas for rewards systems that you can use in your own organisation as a tool for engaging staff. You may prefer to run these rewards systems as a trial in selected buildings or teams first, before rolling them out wider.



Idea one

SWEET SUCCESS



Place sweets, chocolates or a green flag on PC monitors or other equipment that are switched off at the end of the day.

For those that are left on, a reminder sticker or red flag could serve as a gentle but highly visible reminder.

For this to work, the equipment needs to be used by the same person day after day so it may not be appropriate if hot-desking is prevalent, for example.

Idea two

LEAGUES AHEAD ON ENERGY

Establish a league table based on energy or water consumption (or reduction in consumption) between different departments, buildings or teams.

Energy	Waste	Paper
Suite 3 _____	Building 3 _____	Team 3 _____
Suite 2 _____	Building 5 _____	Team 1 _____
Suite 1 _____	Building 2 _____	Team 4 _____
Suite 5 _____	Building 4 _____	Team 2 _____
Suite 4 _____	Building 1 _____	Team 5 _____

This system relies on each distinct area having energy or water meters.

It is also important to make the system as fair as possible. This can be achieved by ensuring that energy use across buildings is equally within the control of occupants (rather than one building being influenced to a greater extent by poor insulation, for example) and by measuring energy consumption per occupant so that fluctuations in occupant numbers does not affect results.



Idea three

LEAGUES AHEAD ON WASTE

Energy	Waste	Paper
Suite 3 _____	Building 3 _____	Team 3 _____
Suite 2 _____	Building 5 _____	Team 1 _____
Suite 1 _____	Building 2 _____	Team 4 _____
Suite 5 _____	Building 4 _____	Team 2 _____
Suite 4 _____	Building 1 _____	Team 5 _____

Establish a league table based on reduction in waste generated or proportion of waste recycled between different departments, buildings or teams.

Each 'team' would need to be provided with their own segregated bins and the amount of waste collected from each team would need to be measured.



Idea four

LEAGUES AHEAD ON PAPER

Energy	Waste	Paper
Suite 3 _____	Building 3 _____	Team 3 _____
Suite 2 _____	Building 5 _____	Team 1 _____
Suite 1 _____	Building 2 _____	Team 4 _____
Suite 5 _____	Building 4 _____	Team 2 _____
Suite 4 _____	Building 1 _____	Team 5 _____



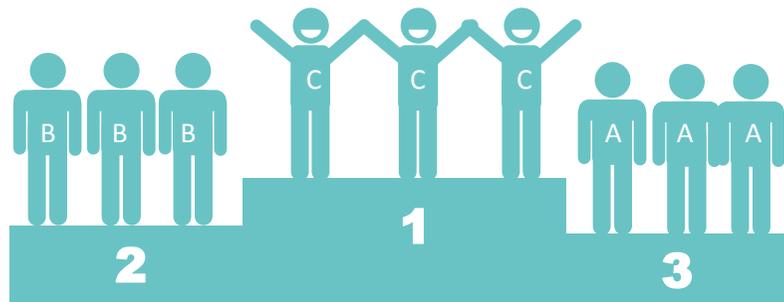
Establish a league table based on based on the quantity of paper (or other raw materials) used between different departments, buildings or teams.

You may be able to access electronic records which show how many sheets of paper each member of staff has printed or count the number of packs of paper used by each 'team' in a given time period.

To make this system fair, you may need to exclude people for whom printing in large quantities is a requirement of their role, unless they are able to challenge and influence this need to print.

Idea five

COMPETITIVE STREAK



Run competitions which award a prize.

This could be a prize to recognise the efforts of an individual. Or you could link it to your league tables and award a team prize.

You can get creative with this one to get people thinking about resource efficiency more often as they go about their day.

For example, why not offer a prize for the photo that best communicates good resource efficiency practice at work? Or alternatively, could you link a prize to an annual suggestion scheme, and reward the person that spots the best resource efficiency opportunity in your organisation.

The prize could be given to a local charity or community group.

Idea six

AWARD GOOD BEHAVIOUR

MONTHLY EMPLOYEE AWARD JANUARY

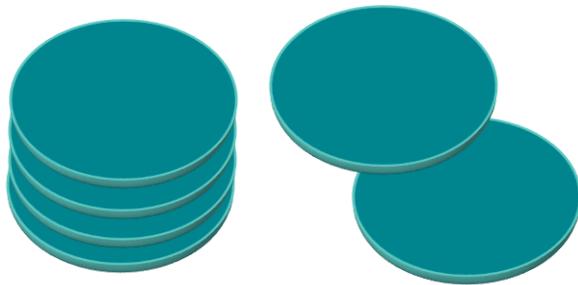
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Run an award scheme to recognise employees or teams who have made an effort to adopt new resource efficiency behaviours.

This could be monthly or yearly. There are also many opportunities to recognise good performance through entering external awards such as the Green Apple or VIBES awards.

Idea seven

MONEY TALKS



Place a refundable deposit on all recyclable food and drink containers.

Got a canteen? Why not ask users to pay an extra 20p for their bottle or drinks can – which is refunded only if they bring it back for recycling.

Unless an automated deposit return machine could be justified, this would require the support of canteen staff to take-back and segregate containers for recycling. But it is likely to increase the amount material that is correctly recycled.

Idea eight

MONEY TALKS



Provide a discount for people who bring in their own reusable food and drink containers.

For example, 20p off hot drinks for staff or customers who bring in their own mug rather than using a single-use cup.

Idea nine

HIT THE TARGET



Establish a company, building or team energy, water or waste reduction target and offer a collective or individual incentive if this target is reached.

For example, a donation to a charity chosen by staff, a group night out or day trip or even half a day of annual leave.

It is important to regularly update people on progress towards this target to maintain levels of motivation. This could be communicated using a thermometer-style progress chart in a prominent area of the site as well other communications channels such as team briefings.

Idea ten

ALIGN WITH BUSINESS NEEDS



Link resource efficiency goals into staff performance appraisals.

This may be more appropriate for managers or other staff who have a key role to play in influencing a team's achievement of resource efficiency targets.

Depending on your organisation's appraisal system, this performance could contribute to decisions around pay rises, bonuses or promotions.

Further support

Resource Efficient Scotland can give you expert, one-to-one support to help you improve your resource use and save money.

Funded by the Scottish Government, all our advice for SMEs is completely free, independent and confidential.

Give us a call today on 0808 808 2268.

Free Download:

Want further help to engage your staff? Our [Staff Engagement Toolkit](#) has lots of resources you can download, all for free.

It includes free staff training with downloadable presentation material, quiz and certificate. Plus it includes free materials to help you set up a Green Team and run communication campaigns.



Speak to us today
0808 808 2268



Growth that doesn't cost the earth

By using resources more efficiently, Scottish organisations could save £2.9bn every year.

Resource Efficient Scotland is a Scottish Government-funded programme that helps business, public and third-sector organisations save money by using resources efficiently. It provides free, specialist advice, access to funding and suppliers, and in-person on-site support to help organisations cut their energy, water and raw material costs.

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